

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Member  
Only

No. 577

Washington, D. C.

November 16, 1935

## Trade Agreement with Canada Signed

President Roosevelt announced on November 14th that he had authorized Secretary of State Cordell Hull to sign the reciprocal trade agreement negotiated with Canada. The formal signing of the agreement took place in Washington on Friday, November 15th, the agreement to become operative thirty days after signature.

Rate changes embodied in the agreement are expected to be released for publication in the press on Monday. The Association will advise its members promptly with respect to rate changes that affect products of the industry.

## Brazil Ratifies Trade Agreement

The Brazilian Senate has ratified the reciprocal trade agreement between that country and the United States which was signed February 2nd, according to word received by the State Department. It will go into effect 30 days after the ratification and promulgation by the two governments.

As noted in the INFORMATION LETTER for February 9th, the agreement makes the following changes in the Brazilian duties on canned products imported from the United States:

**FISH.**—On imports from the United States the Brazilian duty on fish preserved by any process is reduced from 7.800 milreis to 3.120 milreis per legal kilo, or 60 per cent. This tariff item includes sardines, sprats, brislings or slides, "chicharros," "jureols" and other small fish, herrings, and salmon, white, red or others.

**FRUIT.**—On fruits preserved in alcohol, sugar syrup or honey (jams) solid pack, jelly or pulp, the duty is reduced from 7.800 milreis to 6.240 milreis per legal kilo, or 20 per cent.

**VEGETABLES.**—On preserved asparagus the duty is reduced from 5.200 milreis to 2.600 milreis per legal kilo, or 50 per cent. On all other vegetables, preserved in any manner, with or without mixture of fruits, in solid pack, except tomatoes, or prepared in any other manner, the duty is reduced from 5.200 milreis to 4.160 milreis per legal kilo, or 20 per cent.

## Berry Explains Scope of Conference

Major George L. Berry, Coordinator for Industrial Cooperation, has issued several press releases based upon correspondence with organizations and individuals whom he had invited to attend the con-

ference called for December 9th, and who had declined the invitation or raised questions as to the purpose and value of the conference.

In a statement issued November 9th, Major Berry stated that there are two separate and distinct questions to be discussed with industry: (1) Does industry in the United States want legislation "for preserving to the nation such social and economic advantages which were gained through previous emergency enactments"; (2) what further steps, in industry's judgment, need to be taken as "the best means of accelerating industrial recovery and eliminating unemployment?"

The first question, he stated, calls for a decision as to whether Congress should or should not attempt legislation for the continuance of the N.R.A. in some permanent form; the second question raises the long-range problem of placing the industrial and economic life of the nation on a more stable basis.

The position of canners with respect to the conference was noted in the INFORMATION LETTER of November 2nd, in which it was stated that a letter had been sent to Major Berry saying that the Association had taken no steps to be represented, in view of the fact that studies are now being made by the N.R.A. Review Division on the operation of codes and the effect of their invalidation, and the further fact that questions are still before the Supreme Court as to the constitutionality of legislation already enacted. The letter likewise stated that it is believed a very large proportion of the industry is opposed both to action toward a voluntary code and to any further legislation at the coming session of Congress.

#### **Resettlement Administration Plans to Speed Up Work**

Reorganizations in the Resettlement Administration designed to speed up its activities have been unofficially announced. Construction work will be headed up in a Construction Division, of which Frank Schmitt, an engineer who has been with the Suburban Resettlement Division, will be director.

Work of the Rural Resettlement Division will be divided between Walter E. Packard, who has been regional director for California, New Mexico, Arizona, Utah and Nevada, and who will now take charge of all movement of farm families under direction of the administration; and Paul Maris, who has been an assistant director in the Resettlement Administration, and who will take charge of the 525,000 families listed as rehabilitation clients to whom rehabilitation loans are made.

C. C. Taylor, who has been director of the Rural Resettlement Division, will serve as an assistant administrator for advisory and supervisory work in connection with resettlement.

It is understood that no changes are contemplated in distribution of funds or in projects under way, the object of the reorganization being to speed up the work by centralizing responsibility and coordinating the various activities.

### Regional Organization of Resettlement Administration

Inquiries have come to the Association with reference to the field organization of the Resettlement Administration, concerning which items have been published from time to time in the INFORMATION LETTER.

Canners are interested primarily in the Rural Resettlement Division, the program of which is administered by regional directors, with Carl C. Taylor in charge of the entire Division. The following statement names the states in each region, the location of the regional headquarters, and the personnel in charge of various phases of the work:

REGION No. 1—New England States, New York, New Jersey, Pennsylvania, Maryland and Delaware. Headquarters: 393 Chapel Street, New Haven, Connecticut.

A. W. Manchester, Director, Land Utilization Division; Thomas Beck, Director, Rural Resettlement Division; George Gercke, Adviser, Information Division.

REGION No. 2—Michigan, Wisconsin, Minnesota. Headquarters: 119 East Washington Avenue, Madison, Wisconsin.

R. I. Nowell, Director, Land Utilization Division and Rural Resettlement Division; George F. Authier, Adviser, Information Division.

REGION No. 3—Missouri, Illinois, Indiana, Ohio and Iowa. Headquarters: Randolph and Hill Streets, Champaign, Illinois.

E. A. Norton, Director, Land Utilization Division; R. C. Smith, Director, Rural Resettlement Division; W. A. Terpenning, Adviser, Management Division, and Loyd Mellett, Adviser, Information Division.

REGION No. 4—West Virginia, North Carolina, Virginia, Kentucky and Tennessee. Headquarters: Dixie Building, Raleigh, North Carolina.

James M. Gray, Director, Land Utilization Division; Homer B. Mask, Director, Rural Resettlement Division; Chester D. Snell, Adviser, Management Division, and Whitney Tharin, Adviser, Information Division.

REGION No. 5—South Carolina, Georgia, Alabama and Florida. Headquarters: Standard Club Building, 305 Montgomery Street, Montgomery, Alabama.

W. A. Hartman, Director, Land Utilization Division; Philip Weltner, Director, Rural Resettlement Division, and James C. Derieux, Adviser, Information Division.

REGION No. 6—Arkansas, Mississippi, Louisiana. Headquarters: Federal Bank & Trust Building, Little Rock, Arkansas.

B. M. Gile, Director, Land Utilization Division; T. R. Reid, Director, Rural Resettlement Division, and O. E. Jones, Adviser, Information Division.

REGION No. 7—North Dakota, South Dakota, Kansas and Nebraska. Headquarters: Union Terminal Building, Lincoln, Nebraska.

S. E. Johnson, Director, Land Utilization Division; Cal A. Ward, Director, Rural Resettlement Division, and P. H. Jordan, Adviser, Information Division.

REGION No. 8—Texas and Oklahoma. Headquarters: Oklahoma A. & M. College, Stillwater, Oklahoma.

C. P. Blackwell, Director, Land Utilization Division; D. P. Trent, Director, Rural Resettlement Division, and Ralph Bray, Adviser, Information Division.

REGION No. 9—California, New Mexico, Nevada, Utah and Arizona. Headquarters: 204 Mercantile Building, Berkeley, California.

Walter Packard, Director, Land Utilization and Rural Resettlement Divisions; Gwenn Geach, Adviser, Management Division, and F. R. Soule, Adviser, Information Division.

REGION No. 10—Colorado, Montana and Wyoming. Headquarters: 810 Fourteenth Street, Denver, Colorado.

E. A. Starch, Director, Land Utilization Division; J. H. Jenkins, Director, Rural Resettlement Division, and D. S. Jennings, Adviser, Information Division.

REGION No. 11—Oregon, Washington and Idaho. Headquarters: Mayer Building, Portland, Oregon.

Walter A. Duffy, Director, Land Utilization and Rural Resettlement Divisions; Wilbur D. Staats, Adviser, Information Division.

### County Consumers Councils—Double-Barrel Organization

In the November issue of *The Consumer*, official monthly publication of the Consumers' Division of the N.R.A., the powers and activities of the consumers' county councils are outlined in an article entitled "Double-Barrel Organization." These organizations, the article states, "have a dual note in the life of the body politic which combines the advantages of a government bureau on the one hand and a body of private citizens on the other." The article then goes on to state:

From the aspect of their activities which is governmental—by virtue of their appointment by the director of the Consumers' Division, their cooperation in national price and service surveys, educational action which is coordinated and counseled by the Division's staff—they gain the benefits of (1) a direct contact with and command of governmental sources of information, research staffs, and specialized experts in the various phases of their problems, (2) the franking privilege, (3) free informational pamphlets and bulletins prepared to meet their need and make their work effective, (4) reliable news of the shifts and trends in administrative, legislative, and judicial policy which affect consumers on the national and international front, (5) liaison with those representatives of the consumers' interest who operate beyond the local sphere of influence on legislation, industrial organization, and public policy, but whose work is necessary to the success of their local efforts.

In that part of their activity which is pursued autonomously and in which they are not bound to accept the position of agents of the Government—possible since their service is voluntary, since they are not Government employees and cannot be curbed or thwarted by considerations arising from political expediency—their freedom to initiate, act, as citizens, voters, and taxpayers is unimpaired.

A recent manual of councils outlines their activities thus:

Insofar as the county councils are officially representing the Consumers' Division, their program will be solely of an educational character—collecting and disseminating factual data relevant to the Consumers' interest. The county councils will act as a two-way channel through which pertinent economic information may be distributed to consumers, and through which consumers may forward important information and make their wants known in Washington. The county councils are local consumer outposts, always on the alert; the field army of the Consumers' Division. Only through the generous public-spirited cooperation of the county councils can the Consumers' Division best fulfill its three-fold purpose under the President's Executive Order of (1) increasing available knowledge on consumers' problems, (2) applying that knowledge to public policy along the governmental front, and (3) transforming it into an informed public opinion back of the lines.

The following program is suggested for county consumers' councils:

(a) Distribute to interested parties articles, bulletins, pamphlets, and other literature relating to consumers received from this office from time to time. A list of materials now available will be sent on request. The list will be enlarged as new material appears. If the Consumers' Division is unable to supply the material wanted, the request will be referred to the appropriate agency if such exists.

(b) Establish a library on consumer problems and promote its usefulness. To assist in this, the Consumers' Division will work up a suggested list of books to be included in the library as soon as time is available.

(c) Arrange meetings for and with those people interested in consumer problems. This program should be supplemented by sending speakers to existing organizations which are interested.

(d) Stimulate the schools in your region to devote more time to a discussion and study of consumers' problems.

(e) Establish study groups on consumer problems under the auspices of the county consumers' councils, provided competent study leaders can be found.

(f) If the services of a radio station can be enlisted, promote educational broadcasts on consumer problems.

(g) Start a local news sheet or mimeographed bulletin stressing local consumer problems. If this is impractical, keep in close contact with the local press and seek its cooperation.

(h) Be familiar with and analyze state legislation affecting the consumer. Forward such bills to the Consumers' Division in order that this Division can assist county councils in seeing that the consumer is adequately protected in legislation affecting him.

(i) Undertake specific informational surveys and studies such as: a survey of health and medical care; a survey of housing facilities and standards; a survey of grading and reliable labeling of foodstuffs and other commodities. These studies are merely suggestive and the Consumers' Division will welcome further suggestions from the county councils which it may pass on. One of the major values of such studies is to bring the particular subject under survey to the attention of the community. Plans making this possible should be formulated. Later, detailed, suggestive instructions on how to proceed with specific studies will be forwarded.

### Department Store Sales in October

Value of department store sales showed little change, on the basis of daily averages, from September to October, a season when these sales usually increase, according to the Federal Reserve System. The index, which makes allowance for usual seasonal movements and for differences in the number of business days, was 77 per cent of the 1923-25 average in October as compared with 82 per cent in September and 79 per cent in August. Aggregate dollar volume of sales in October was 6 per cent larger than a year ago, and for the first ten months of the year was 4 per cent larger than during the corresponding period in 1934.

### Variety Store Sales in October

Daily average sales of variety stores for October, 1935, were about 2½ per cent higher in dollar volume than for October, 1934, and about 8 per cent higher than for the same month of 1933, according to the Bureau of Foreign and Domestic Commerce.

Sales for October increased about 7 per cent from September or about the usual amount at this season of the year. Total sales for the first ten months of the year were approximately the same as for the corresponding period of 1934.

### Fruit and Vegetable Market Competition

CARROT SHIPMENTS AS REPORTED BY THE BUREAU OF AGRICULTURAL ECONOMICS,  
DEPARTMENT OF AGRICULTURE

Commodity	Week ending		Week ending		Total for season through Nov. 9 1934	1935
	Nov. 9 1934	Nov. 9 1935	Nov. 2 1935	1934		
<b>Vegetables:</b>						
Beans, snap and lima.....	135	290	324	13,479	10,077	
Tomatoes.....	350	135	279	24,652	22,954	
Green peas.....	79	54	67	6,555	7,212	
Spinach.....	82	62	66	7,953	5,755	
All other vegetables, domestic:						
Competing directly.....	3,648	3,046	2,240	153,684	136,570	
Imports, competing indirectly.....	32	50	59	374	429	
<b>Fruits:</b>						
Citrus, domestic.....	2,729	1,887	2,200	7,960	5,427	
Imports.....	5	1	20	10	4	
Others, domestic.....	1,431	1,635	2,948	55,921	52,186	

### Government Canning Crop Reports

In its crop report for November the U. S. Bureau of Agricultural Economics gives preliminary production figures on snap beans, lima beans, and sweet corn for canning, showing an increase of 23 per cent in snap beans and 71 per cent in corn, but a decrease of 12 per cent in lima beans, as compared with 1934. Excerpts from the Bureau's report follow:

## SNAP BEANS

The preliminary estimate of production of snap beans for manufacture in 1935 is about 23 per cent larger than the estimated production in 1934 and is 14 per cent larger than the 5-year average production for the period 1929-1933. The average yield per acre is estimated at 1.66 tons in 1935 compared with 1.47 tons in 1934 and with the 5-year average of 1.35 tons. Based upon the tonnages now estimated for canning in each state and reports on the average number of cases obtained per ton in 1935, it appears the 1935 pack will total about 7,500,000 equivalent cases of 24 No. 2 cans. In 1934 the pack totaled 6,300,000 cases; for the five years previous it averaged 6,480,000 cases.

State	Harvested Acreage		Production	
	1934 Acres	1935 Acres	1934 Tons	1935 Tons
Maine	870	950	2,300	2,600
New York	6,800	7,400	12,200	12,800
Pennsylvania	1,900	1,530	2,500	1,800
Indiana	3,100	3,500	3,400	3,800
Michigan	3,900	4,460	5,800	8,000
Wisconsin	5,600	6,300	7,800	10,100
Delaware	1,000	1,000	1,200	1,400
Maryland	10,500	9,500	10,500	13,300
South Carolina	200	200	200	200
Tennessee	1,240	1,160	1,200	1,700
Mississippi	1,400	1,540	1,100	1,200
Arkansas	1,000	1,500	1,800	1,500
Louisiana	540	580	500	600
Colorado	850	1,280	1,100	3,800
Utah	480	580	1,300	2,000
Washington	400	760	1,700	2,200
Oregon	900	1,100	4,300	6,200
California	430	650	2,200	2,600
Other States a	3,990	5,020	5,000	5,680
Total	45,100	49,010	66,100	81,280

a "Other States" include Florida, Georgia, Illinois, Iowa, Kentucky, Missouri, Montana, Nebraska, New Hampshire, New Jersey, North Carolina, Ohio, Oklahoma, Texas, Vermont, Virginia, and Wyoming.

## LIMA BEANS

The preliminary estimate of production of green lima beans for manufacture in 1935 is about 12 per cent less than the estimated production in 1934 but about 30 per cent larger than the 5-year average production for the period 1929-1933. The average yield per acre is estimated at 1,153 pounds in 1935 compared with 1,422 pounds in 1934 and with the 5-year average of 1,017 pounds.

State	Harvested Acreage		Production	
	1934 Acres	1935 Acres	1934 Tons	1935 Tons
New Jersey	1,800	4,100	1,240	2,460
Delaware	7,300	7,200	5,000	4,180
Maryland	3,200	3,000	2,100	1,680
Virginia	5,500	5,300	4,680	3,440
Michigan	2,000	2,760	1,940	1,530
Other States a	3,850	4,450	2,430	2,170
Total	24,550	26,810	17,450	15,460

a "Other States" include Colorado, Georgia, Illinois, Indiana, Minnesota, New York, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Utah, Washington, and Wisconsin.

## SWEET CORN

The preliminary estimate of production of sweet corn for manufacture in 1935 is about 71 per cent larger than the estimated production in 1934 and is 44 per cent larger than the 5-year average production for the period 1929-1933. The average yield per acre is estimated at 2.13 tons in 1935 compared with 1.73 tons in 1934 and with the 5-year average of 2.04 tons. Based upon the tonnages now estimated for canning in each state and reports on the average number of cases obtained per ton in 1935, it appears that the 1935 pack will total about 21,000,000 equivalent cases of 24 No. 2 cans.

State	Harvested Acreage		Production	
	1934 Acres	1935 Acres	1934 Tons	1935 Tons
Maine	10,900	14,700	39,200	50,000
New Hampshire	700	750	2,200	2,000
Vermont	1,050	1,150	2,800	3,100
New York	14,600	21,000	33,600	52,500
Pennsylvania	5,400	6,300	9,200	10,100
Ohio	21,000	27,800	39,900	61,200
Indiana	38,500	48,700	50,000	82,800
Illinois	63,700	90,000	89,200	198,000
Michigan	5,000	5,340	4,500	6,900
Wisconsin	11,900	15,500	27,400	34,100
Minnesota	47,800	63,700	81,300	146,500
Iowa	27,000	48,000	51,300	105,600
Nebraska	1,000	5,000	1,200	5,000
Delaware	2,400	2,800	6,000	7,300
Maryland	29,100	33,600	43,600	57,100
Tennessee	2,130	3,100	5,300	7,100
Other States <sup>a</sup>	4,540	9,900	8,900	18,630
Total	286,720	307,340	495,600	847,930

<sup>a</sup> "Other States" include Colorado, Idaho, Kansas, Kentucky, Montana, Oklahoma, Oregon, Virginia, Washington, and Wyoming.

## Truck Crop Prospects

Following are excerpts from the November 11th report of the U. S. Bureau of Agricultural Economics on truck crops that compete with canned products.

**SNAP BEANS.**—The production of 1,587,000 bushels of fall-crop beans expected in Florida and Texas is more than one-third larger than last fall's crop of 1,173,000 bushels and about 7 per cent larger than the average production of 1,490,000 bushels for the five preceding fall seasons, 1930-1934. The 20,200 acres remaining for harvest, part of the planted acreage in Florida being lost by hurricane damage, is almost one-fifth greater than last fall's harvested acreage of 17,000 and almost one-third greater than the 5-year average acreage of 15,310. Yields per acre are expected to be higher than those of a year ago, but well below the 5-year average yields.

**SPINACH.**—The three fall-crop States (Arkansas, Oklahoma, and Virginia, Norfolk district) report a total acreage of 4,700 acres, which is 47 per cent larger than last fall's acreage of 3,200. The lower yields per acre expected in Arkansas and Oklahoma, due to poor stands caused by wet weather and insect damage, are offset by the high yield expected in Virginia, and the average indicated yield for the group of States is only slightly below last fall's average yield. The pro-

duction is forecast at 958,000 bushels, compared with 868,000 bushels last fall, or an indicated increase of 43 per cent.

**TOMATOES.**—There are 445,000 bushels of tomatoes forecast for the fall crop in Florida and Texas, indicating increases of 10 per cent over last fall's crop of 406,000 bushels and 53 per cent over the 5-year (1930-34) average of 290,000 bushels. There are 7,000 acres remaining for harvest in the two States (about 800 acres of the planted acreage in Florida was destroyed by the recent hurricane in that State), as compared with 8,500 acres last fall, a decrease of 18 per cent.

Intentions-to-plant reports for the early crop acreage in south Florida point to an acreage equal to that of last year, 14,500 acres. (The production from 2,500 acres of last year's acreage was taken by canning firms, which left 12,000 acres for fresh market shipments.) This intended acreage is 36 per cent larger than the 5-year (1930-34) average acreage of 10,700.

### **Labor Advisory Board Withholds Approval**

At the public hearing on the labor provisions of the voluntary trade agreement proposed by the fertilizer industry, held on November 8th, the representative of the Labor Advisory Board withheld approval of the provisions on the ground that the proposed agreement did not accomplish the purposes of the National Industrial Recovery Act. The labor provisions in the proposed agreement are almost identical with those of the former N.R.A. fertilizer industry code.

As noted in the INFORMATION LETTER for November 2nd, the Labor Advisory Board at the hearing on the proposed agreement for the tobacco trade refused to give approval to the labor provisions on the ground that under the amended Industrial Recovery Act there were statutory difficulties in providing adequate protection for labor.

### **Commission Disapproves Proposed Retail Automobile Dealers' Rules**

Trade practice conference rules for retail automobile dealers in the United States, as proposed by representatives of that trade under the Federal Trade Commission's trade practice conference procedure, have been disapproved by the Commission for the reason that four of the six rules proposed embodied an illegal price-fixing arrangement, and would tend to unreasonably restrain trade, in violation of the Federal antitrust laws, including the Federal Trade Commission Act. In announcing that four of the six rules had been disapproved, the Commission made it known it had advised the industry the other rules submitted would be approved if revised in conformity with certain suggestions made by the Commission.

No labor provisions were submitted by the industry and its spokesman indicated that the industry did not desire to submit or be restricted by labor provisions.

### Frozen and Preserved Fruits in Cold Storage

The following table shows the holdings of fruit in cold storage reported by the Bureau of Agricultural Economics as of November 1st, also a comparison with last year and with a five-year average:

	Nov. 1, 1935	Nov. 1, 1934	Five-year average
<b>Apples:</b>			
Barrels .....	1,065,000	872,000	1,384,000
Boxes .....	14,117,000	17,750,000	14,566,000
Baskets .....	12,416,000	10,858,000	9,181,000
<b>Pears:</b>			
Boxes .....	2,127,000	1,604,000	1,911,000
Baskets .....	88,000	125,000	230,000
Frozen and preserved fruits (lbs.) .....	86,573,000	70,316,000	79,653,000

### Navy Department to Buy Salmon

The Bureau of Supplies and Accounts of the Navy Department has issued an invitation for bids on canned salmon for delivery at various East and West Coast points. The closing date is November 26th and the schedule is No. 6442.

### Food and Drug Administration Work Reported

In his annual report for the year ending June 30, 1935, W. G. Campbell, Chief of the Food and Drug Administration, states that during the year there were 2,011 seizures and 1,029 prosecutions, or slightly more than in the preceding year. More than 60,000 samples were collected and examined.

Two new divisions have been set up in the Food and Drug Administration—one to assay vitamin claims in food products and for research in vitamin testing and standardization; the other to handle food and drug work connected with biological products, glandular preparations, etc., and to investigate the insecticide residues on food products.

The report states shrimp packers have expressed satisfaction with the inspection service set up under the "sea-food amendment" to the Food and Drugs Act, and that most canned shrimp is now packed under inspection.

There were investigations of 73 outbreaks of food poisoning, including 7 diagnosed as botulism, but, as in several previous years, there was no case of botulism from domestic supplies of commercially canned foods. Another notable record was the fact that it was not necessary to seize a single can of the salmon pack for the year. One seizure in July, 1934, was of salmon from the previous pack.

### Argentine Fresh Fruit Exports to United States

Argentina is becoming an increasingly important factor in the international fresh fruit market, according to a report to the Commerce Department from its Buenos Aires office.

During the current year the United States and Brazil have been the outstanding customers for Argentine fruit. Of the entire fruit shipments to the American market in the first nine months of 1935, totaling 440,302 packages, 429,131 packages (10,244,346 pounds) consisted of grapes. Only small quantities of plums, apples, melons and pears were consigned to the United States. The United Kingdom, Germany and Spain were the foremost European outlets for Argentine fresh fruit in the January-September period.

### Home Economist's Views on What Consumers Want

In an address before the Association of National Advertisers dealing with the subject of consumer good will and advertising, Miss Effie Raitt, President of the American Home Economics Association, stated that the public is curiously ignorant of the part that business plays in the protection of the consumer against his own lack of information and common sense, and that whatever seems to be to the advantage of the customer, whether false or true, is curiously ascribed to the government.

The creation of intelligent buyers, she stated, is the solution of the problem created by frauds and cheats who are out to make a dollar, the unfair competitor who throws suspicion upon goods similar to his own, the reformer who is out to "save the world," and the group who would change the social order fundamentally and eliminate the profit motive. As to how this is to be done Miss Raitt said:

Representatives of better business will cease to tolerate fraudulent advertising in any field, and will provide the essential information to develop intelligent buying in the most readily understandable form. In so doing it is important to remember that consumers will not become wise buyers immediately, nor will they make full use of available information overnight. The task is a never-ending one—a joint responsibility which business men and members of home economics and allied organizations should share.

With reference to canned foods Miss Raitt stated:

Canned goods could be selected more wisely if the following were adopted:

Uniformity of grade designations. Fancy, Choice and Standard are applied to canned fruit, while Fancy, Extra Standard and Standard are used for canned vegetables. Count or size given where applicable, eg., number of halves of peaches, pears; size of peas by sieve number and by illustration.

Style of pack designated, apricots halved, pitted, unpeeled.

Variety of food stated, eg., Bartlett pears, Hale peaches.

Strength of syrup given.

Measure of drained contents stated.

Statement made in regard to substances added, eg., salt, sugar.

**Texas Citrus Market Agreement Terminated**

An order terminating the marketing agreement and license for shippers of grapefruit and oranges in the State of Texas was signed November 12 by the Secretary of Agriculture to become effective November 14. Requests for termination had been received from certain groups of shippers and growers of Texas citrus fruits.

**Canned Pimiento Output in Spain**

Preliminary reports indicate that the total 1935 Spanish pack of pimientos was approximately 80 per cent of the quantity canned in 1934, according to the American agricultural attache at Paris. The quality of the 1935 crop was in general good, though inferior to the excellent quality of the 1934 production.

Old crop stocks were fairly well cleaned up when the 1934-35 marketing season opened (September 1, 1934). The 1934 pack, however, was unusually heavy, so that supplies available for the 1934-35 season were considerably above those of 1933-34. The 1934-35 demand, while perhaps above average, was not sufficient to exhaust supplies. The 1934-35 exports totaled 13,640,000 pounds, a drop of 9 per cent in comparison with the 14,934,000 pounds exported during 1933-34. The domestic demand was probably a little larger, due primarily to more pimientos being needed by the pickled olive trade of Seville, so the total 1934-35 demand was undoubtedly close to that of 1933-34.

Since supplies were larger, it is apparent that the 1934-35 season closed with a fair quantity of old-crop goods still on hand. With old-crop stocks large, the chances are that total supplies for the present season are but little under those of 1934-35. Prices are now low and a little under those of a year ago. At present, the market is quiet, and any improvement in the demand would probably cause a rise in price. There seems to be no reason, however, why the general level of prices during 1935-36 should be much, if any, above that of 1934-35.

**Dietitians Meet in Cleveland**

An interesting feature of the annual meeting of the American Dietetic Association, which was held recently in Cleveland with approximately 800 dietitians in attendance, was a series of exhibits, seven of which were exhibits by different branches of the canned food industry. In the exhibit of educational material put out by manufacturers, prepared by the Dietetic Association, the labeling bulletins and several other publications of the Home Economics Division of the National Canners Association were represented. The exhibit on research mate-

rial included several of the publications issued by the Association's research laboratories.

Among the high lights of the annual meeting were an address of Dr. Morris Fishbein of the American Medical Association Journal on "Food Fads and Fallacies," a special program on the emergency relief work, and an address by David Dietz, president of the Association of Newspaper Science Writers, who stressed the value of accurate reporting of science meetings in establishing cooperation between journalism, the scientific world and the public.

#### **Roumania Publicizes Fruits with Special Postage Stamps**

The canning industry probably has its share of philatelists, and they will be interested in the fact that the Roumanian Fruit Growers Association induced their government to issue two attractive stamps to publicize an "Eat More Fruit Week" in that country.

#### **Bulletin Issued on Spinach Production**

"Spinach Production in California" is the title of a 26-page illustrated bulletin issued by the California Agriculture Extension Service as Circular No. 92. The bulletin discusses production areas in the United States and California, climatic and soil requirements, crop rotation and fertilizer, cultural practices, harvesting, and diseases and insects and their control.

#### **Leaflet on Canned Corn Issued**

The Association has just issued a leaflet on canned corn similar to the leaflets on canned peas and canned tomatoes and tomato products, copies of which have already been sent to all members. A copy of the corn leaflet will be sent to each member at an early date.

#### **Manufacturer's Name on Label**

The regulations promulgated by the Secretary of Agriculture for the enforcement of the Federal Food and Drugs Act contain the following provisions:

Regulation 16 (a).—The name of the manufacturer or producer need not be given upon the label, but if given it must be the true name. The words "Packed for \_\_\_\_\_," "Distributed by \_\_\_\_\_" or some equivalent phrase, shall be added to the label in case the name which appears upon the label is not that of the actual manufacturer or producer.

This regulation applies to all canned foods, except those containing the meat from some portion of the carcass of cattle, sheep, swine,

or goats, which come under the jurisdiction of the Bureau of Animal Industry. This regulation applies to all canned foods under the jurisdiction of the Food and Drug Administration, including chicken, which is canned under voluntary inspection by the Bureau of Agricultural Economics.

Canners should bear this regulation in mind, especially in connection with distributor's labels which they may place on cans to be shipped by the canner. Even though the distributor feels that he can take the responsibility for the correctness of labels which bear his name, unmodified by such expressions as "Packed for \_\_\_\_\_," or "Distributed by \_\_\_\_\_," the canner should always bear in mind that the Food and Drugs Act forbids *the shipment in interstate commerce* of adulterated and misbranded foods and drugs. It is the shipper that is held responsible for violation of the law, even though the product was not packed by him and the labels do not bear his name. No understanding with the distributor or others can relieve him of this responsibility.

Regulation 16 (a) quoted above does not apply to the products packed under the jurisdiction of the Bureau of Animal Industry, that is, products containing the meat of cattle, sheep, swine, or goat. All labels for such products must be approved by the Bureau of Animal Industry. Heretofore that Bureau also has permitted the use of such expressions as "Packed for \_\_\_\_\_" or "Distributed by \_\_\_\_\_" on distributors' labels approved by it, but it has recently decided that as new labels are printed for the products mentioned, distributors' names on the labels shall be preceded by some such expression as "Packed for \_\_\_\_\_" or "Prepared for \_\_\_\_\_." Such terms as "Distributors" or "Distributed by \_\_\_\_\_" will not be permitted hereafter on new labels for meat products packed under the jurisdiction of the Bureau of Animal Industry.

#### **A Request from the Home Economics Division**

The Home Economics Division has had many requests from food editors and persons interested in publicity work as to "what is new" in the canning industry, and the Division would like very much to be kept informed on new developments, for it is in a position to do helpful publicity among consumers on new products.

It is impossible for the Division to mention any brand names, but a description of any new product or style of product will be of interest to food writers and groups of consumers. It may not be possible to mention all such products as soon as they are reported, but they will be used as rapidly as they can be fitted into news releases.

The Division hopes that canners will be sufficiently interested in this matter to write to give the changes that they have made, whether in style of pack, new pack or anything that may be of interest to housewives. It would be especially helpful if the distribution area could be included, that is, whether it is local, listing the specific parts of country, or whether it is national in distribution.

### Market Pea Production for 1935

The production of peas in two late areas, Arizona and California, Imperial, is expected to be more than double last year's late production of 127,000 bushels, or 326,000 bushels forecast for this year. As compared with the 5-year (1929-1933) average of 471,000 bushels, however, there is an indicated decrease of 31 per cent. Shortage of irrigation water was responsible for the small acreage in the Imperial Valley in 1934.

The total production now estimated and forecast for the commercial shipping crop in the United States this year (1935) is 15 per cent larger than the 1934 production and 29 per cent greater than the 5-year average production, or 8,805,000 bushels this year, compared with 7,667,000 bushels in 1934, and the 5-year average of 6,804,000 bushels.

### Production of Canned Fruit in Australia

According to the annual report of the Commonwealth Canned Fruits Control Board for the year ended June 30, 1935, during the 1935 season 1,925,559 cases of two dozen 30-oz. tins of canned apricots, peaches and pears were produced in Australia, an increase of 498,042 cases on the output of the previous season. This pack has been exceeded in size on one occasion only, viz., in 1933, when the quantity produced was 2,036,679 cases. The report further adds:

"The output undoubtedly would have reached record dimensions but for partial losses of fruit sustained, principally in Victoria, through hail and wind storms and a revisit of the Oriental Peach Moth in the Goulburn Valley areas, Victoria. From every aspect, these losses were unfortunate, for processors subsequently were forced to decline orders from various overseas markets which in the aggregate represented a substantial figure."

The report continues:

"Australian domestic consumption showed a heartening increase during 1934, the quantity moved into first hands by canners being 853,928 cases. This compared very favorably with similar movements in recent years, the relative figures for the three preceding annual terms being 624,115 cases (1931), 443,908 cases (1932), and 634,374 cases (1933)."

An unprecedented demand by distributors for Australian canned fruits at the opening of the 1935 season ensured the rapid absorption of all supplies estimated to be available for export. The total sales overseas reported to June 30, 1935 were 986,629 cases (2 doz. 30-oz. tins) as

follows: Apricots 124,479 cases, peaches 560,020 cases, and pears 302,130 cases. Of the foregoing quantity, 402,878 cases had been shipped at June 30, the balance being for despatch during the months of July and August.

### Trade Practice Rules Adopted by Fire Extinguisher Industry

Trade practice conference rules establishing certain fair trade standards for the fire extinguishing appliance manufacturing industry, as approved by the Federal Trade Commission, were made public on November 13th.

These rules were approved under the Commission's trade practice conference procedure upon application of the Chemical Fire Extinguisher Association, Inc. As proposed by the industry and approved by the Commission, the rules are of the Group I class covering trade practices considered to be unfair methods of competition within the decisions of the Federal Trade Commission and the court.

The industry embraces all manufacturers of equipment and appliances for fire fighting except automatic sprinkler systems and motor fire apparatus.

### CONTENTS

	Page
Trade agreement with Canada signed .....	4741
Brazil ratifies trade agreement .....	4741
Berry explains scope of conference .....	4741
Resettlement Administration plans to speed up work .....	4742
Regional organization of Resettlement Administration .....	4743
County consumers councils—double-barrel organization .....	4744
Department store sales in October .....	4746
Variety store sales in October .....	4746
Fruit and vegetable market competition .....	4746
Government canning crop reports .....	4746
Truck crop prospects .....	4748
Labor Advisory Board withholds approval .....	4749
Commission disapproves proposed retail automobile dealers' rules .....	4749
Frozen and preserved fruits in cold storage .....	4750
Navy Department to buy salmon .....	4750
Food and Drug Administration work reported .....	4750
Argentine fresh fruit exports to United States .....	4751
Home economist's views on what consumers want .....	4751
Texas citrus market agreement terminated .....	4752
Canned pimiento output in Spain .....	4752
Dietitians meet in Cleveland .....	4752
Roumania publicizes fruits with special postage stamps .....	4753
Bulletin issued on spinach production .....	4753
Leaflet on canned corn issued .....	4753
Manufacturer's name on label .....	4753
A request from the Home Economics Division .....	4754
Market pea production in 1935 .....	4755
Production of canned fruit in Australia .....	4755
Trade practice rules adopted by fire extinguisher industry .....	4756